

**Digital Pharma East to Be Held October 3–6, 2017 at the Pennsylvania Convention Center in Philadelphia**

*Aligning Disruptive Innovation, Digital Health, Commercial and Customer Strategy*

***[digitalpharmaseries.com/east](http://digitalpharmaseries.com/east)***

**New York, NY — September 13, 2017** — In 2014, we launched the first ever Social/Innovation Day at 11th Digital Pharma East. Since then, it's grown year over year and successfully brought together executives from digital/social media platforms (e.g., Google, Facebook, Twitter, LinkedIn, etc.), innovative health startups, and biopharma industry professionals to share and discuss novel ways for engaging customers and creating better customer experiences, while driving key business priorities. Hence, it is with great pleasure and excitement that we invite you to join us for the fourth consecutive year of Social/Innovation Day on October 6, 2017.

As technology continues to move forward at a staggering pace, our customers are also becoming more tethered to and reliant on their technology devices for information, updates, and connections. Many new platforms and services have arisen that didn't exist or were merely startups just four short years ago, leaving us to question whether the biopharma industry can keep up with the rate of these advances. Do we see these advances as new opportunities to engage? Can these platforms and services drive better customer experiences? Or do we merely see these as newer, higher hurdles that we struggle to embrace in our highly regulated world?

This year, we'll explore those questions and more, including:

- With the vast amount of publicly available social data, how can we mine organic customer insights and develop emotional patient journeys (vs. traditional market research)?

- How do patients use YouTube and online video these days? How is it transforming the patient journey and what are the micro-moments that matter?
- With messaging platforms becoming ubiquitous, AI has spawned a new breed of ChatBots to engage and support customers — can biopharma tap into this?
- How can pharma leverage Facebook Live effectively?
- Can clinical trial recruiting take a page out of the marketing strategy playbook to drive better awareness and engagement?
- How can pharma be entrepreneurial rather than trying to be "innovative"?

In addition to these topics and the fireside chats included in the agenda, we'll also have several digital health startups that will pitch you their ideas Shark Tank style, over a working luncheon. These organizations will showcase new solutions to address specific health problems, as well as issues surrounding patient engagement and adherence.

Shwen Gwee, Head of Digital Strategy, Global Clinical Operations at Biogen, USA, said "I'm absolutely delighted to be your chair once again, and I hope that you join me for what will be an exciting, educational, and inspirational day!"

For more information and to register, visit [digitalpharmaseries.com/east](http://digitalpharmaseries.com/east).

## **Get Involved**

- To share your expertise and join the speaking faculty, contact Warren Drysdale at 917-258-5162 or [wdrysdale@exlevents.com](mailto:wdrysdale@exlevents.com).
- For information on sponsorship and exhibition opportunities, contact Jayson Mercado at 212-400-6236 or [jmercado@exlevents.com](mailto:jmercado@exlevents.com).

## **About ExL Events**

ExL Events (aka "ExL Pharma") is a division of Questex, LLC and develops engaging, content-driven conferences and partnered events for dynamic industry audiences, including pharmaceutical, biotechnology, medical device, diagnostic and contract research organizations; hospital networks; physicians; and

communications and other entities. Behind our diverse event portfolio, our experienced team conducts extensive market research and targeted outreach.